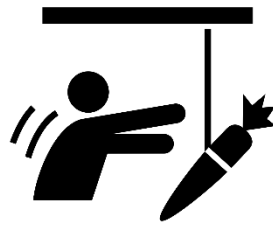
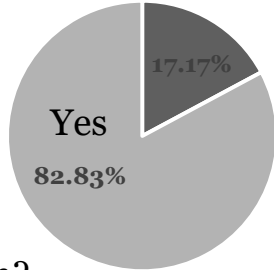


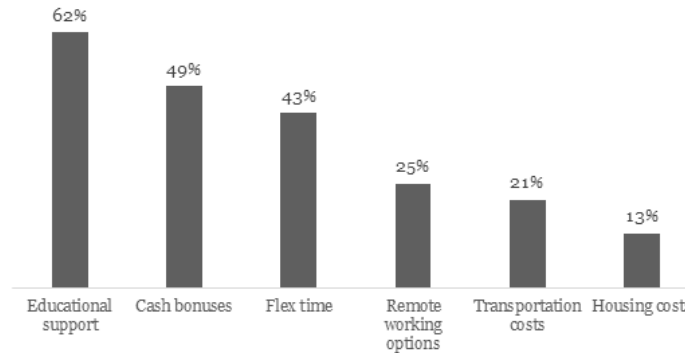
# 2016 FutureMakers Business Survey Report

Does your business have new opportunities that could result in job growth?



**48.5%**

Offer recruitment incentives  
Types of incentives offered



Importance ranking of attainment

1. GED General Ed Diploma
2. BS Bachelor's- 4 yr degree
3. Industry Specific Certification
4. AS Associate's -2 yr degree
5. Graduate degree

Top valued certifications

- Accounting Operations
- Business Supervision & Management/Business Management & Analysis
- Administrative Office Specialist
- Web Application Development & Programming
- .NET Application Development & Programming
- Cloud Computing & Virtualization
- Applied Cybersecurity
- Early Childhood Education
- Construction Workforce Connection
- Air-Conditioning, Refrigeration & Heating Technology
- Welding Technologies

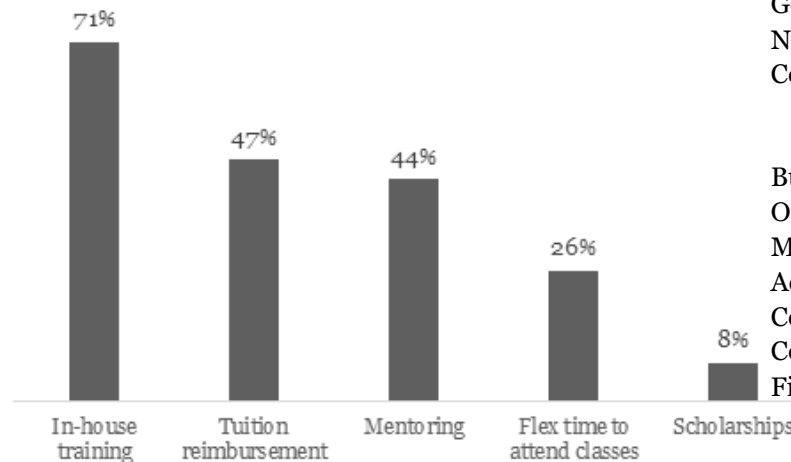
Top valued associates

- Business Administration and Management
- Supervision and Management
- Business Computer Technology
- Accounting Technology
- General Studies
- Networking Systems Technology
- Computer Programming and Analysis

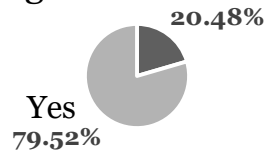
Top valued baccalaureate

- Business Management
- Organizational Leadership & Supervision
- Marketing
- Accounting
- Computer Technology
- Communication
- Finance

Education incentives offered



Ready for growth?



**78.8%**

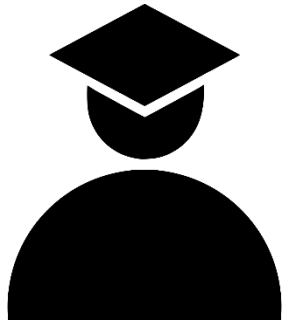
Expect to pay more for skilled employees

**79.8%**

Would pay more for skill certifications

## Top valued graduate degrees

MBA Master's in Business Administration  
Master's in Finance  
Master's in Accounting and Taxation  
Master's in Information Systems



**52%**

Prioritize hiring local graduates

## Top places to recruit

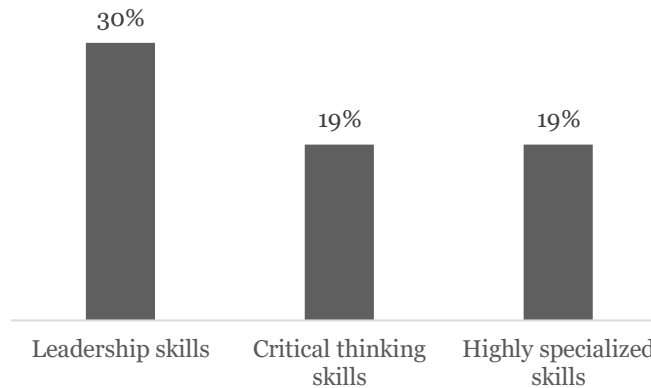
Florida Gulf Coast University  
Florida Southwestern State College  
Other Florida Colleges/Universities  
Hodges University



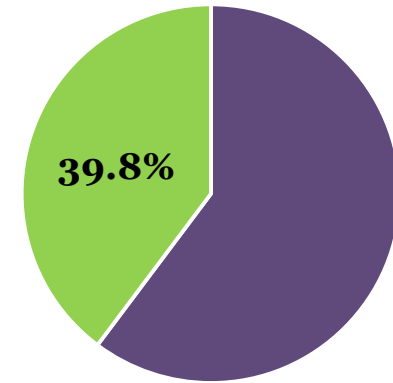
**68%**

Strategizing on retiring workforce

## Areas of major skill loss due to retirement



SWFL businesses that partner with local post-secondary institutions, 2016



Most prevalent kinds of business-education partnership in SWFL, 2016

